

Non-Fee Amendment

Applicant Docket No. 19011.1350

AMENDMENTS TO THE CLAIMS

Please amend the claims in the application as follows:

Claim 1. (currently amended)

A method of conducting an advertising campaign, comprising:

providing a marketing environment having a marketing agent and a manager cooperating on the advertising campaign;

providing the marketing agent with a set of prospect information and a set of advertising messages;

the marketing agent taking an active role in ~~at least one of:~~ (a) selecting a recipient from the set of prospect information; (b) selecting a message from the set of advertising messages; and (c) electronically sending the message to the recipient;

the recipient electronically responding to the message;

tracking the recipient electronically responding to the message; and

the manager retaining at least some control over at least one of: (a) the set of prospect information provided to the marketing agent; (b) the set of advertising messages provided to the marketing agent; and (c) an authorized number of sends allocated to the marketing agent.

Claims 2-3 (canceled).

Claim 4. (previously presented)

The method of claim 1 wherein the set of prospect information comprises a plurality of data items stored in a prospects database.

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Claim 5. (previously presented)

The method of claim 1 wherein the set of advertising messages includes an advertising logo.

Claim 6. (previously presented)

The method of claim 1 wherein the set of advertising messages includes a rich media electronic advertisement.

Claim 7. (currently amended)

The method of claim 1 wherein the set of advertising messages includes an executable rich media electronic advertisement embedded within an email message.

Claim 8. (previously presented)

The method of claim 1 wherein the step of the marketing agent selecting the recipient includes the marketing agent selecting the recipient as part of a group of recipients.

Claim 9. (previously presented)

The method of claim 1 wherein the step of the marketing agent selecting a message includes the marketing agent selecting a plurality of messages for co-transmission to the recipient.

Claim 10. (currently amended)

The method of claim 1 wherein the step of the marketing agent taking an active role in sending the message includes the marketing agent initiating the sending of ~~the~~ an e-mail message using an e-mail interface.

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Claim 11. (previously presented)

The method of claim 1 wherein the step of the recipient electronically responding to the message includes the recipient opening the message using a computer.

Claim 12. (previously presented)

The method of claim 1 wherein the step of the recipient electronically responding to the message includes the message having multiple pages, and the recipient navigating between at least two of the multiple pages.

Claim 13. (previously presented)

The method of claim 1 wherein the step of tracking the response includes the recipient displaying the message using a computer, and the computer sending an item of tracking information to a tracking system.

Claim 14. (previously presented)

The method of claim 1 wherein the step of providing the marketing agent with a piece of information relating to the response includes displaying to the marketing agent at least one of: (a) a length of time that the recipient viewed the message; (b) a length of time that the recipient viewed a portion of the message; (c) an address to which the recipient forwarded the message; and (d) a piece of information relating to a hyperlink contained in the message and utilized by the recipient.

Claim 15. (previously presented)

The method of claim 1 wherein the step of the manager exercising at least some control includes the manager considering a percentage of responses received by the marketing agent relative to a number of sends initiated by the marketing agent.

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Claim 16. (previously presented)

The method of claim 1 further comprising:

providing a second marketing agent with a second set of prospect information and a second set of advertising messages, the second marketing agent distinct from the first marketing agent;

the second marketing agent taking an active role in at least one of: (a) selecting a second recipient from the second set of prospect information; (b) selecting a second message from the second set of advertising messages; and (c) electronically sending the second message to the second recipient;

the second recipient electronically responding to the second message;

tracking the second recipient electronically responding to the second message.

Claim 17. (previously presented)

The method of claim 16 further comprising the manager exercising at least some control over a relationship between the set of prospect information provided to the marketing agent and the second set of prospect information provided to the second marketing agent.

Claim 18. (previously presented)

The method of claim 16 further comprising the manager exercising at least some control over a relationship between the set of advertising messages provided to the marketing agent and the second set of advertising messages provided to the second marketing agent.

Claim 19. (previously presented)

The method of claim 16 further comprising the manager exercising at least some control over a relationship between the authorized number of sends allocated to the marketing agent and an authorized number of sends allocated to the second marketing agent.

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Claim 20. (previously presented)

The method of claim 1 wherein the selection of recipients from the set of prospect information is performed through a graphical user interface.

Claim 21. (new)

A method of conducting an advertising campaign within a multi-tiered hierarchy, comprising:

providing a marketing environment having a marketing agent and a manager cooperating on the advertising campaign;

providing the marketing agent with a set of prospect information and a set of advertising messages;

the marketing agent having decision-making capabilities by taking an active role in (a) selecting a recipient from the set of prospect information; (b) selecting a message from the set of advertising messages; and (c) electronically sending the message to the recipient;

the recipient electronically responding to the message;

tracking the recipient electronically responding to the message; and

the manager retaining a level of control the marketing agent by maintaining at least some control over at least one of: (a) the set of prospect information provided to the marketing agent; (b) the set of advertising messages provided to the marketing agent; and (c) an authorized number of sends allocated to the marketing agent.

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Claim 22. (new)

A method of conducting an advertising campaign within a multi-tiered hierarchy, comprising:

- providing a marketing environment having a plurality of marketing agents and a manager cooperating on the advertising campaign;

- providing the marketing agents with a set of prospect information and a set of advertising messages to be delivered through e-mail;

- the marketing agents having decision-making capabilities by taking an active role in (a) selecting a recipient from the set of prospect information; (b) selecting a message from the set of advertising messages; and (c) electronically sending the message to the recipient;

- the recipient electronically responding to the message;

- tracking the recipient electronically responding to the message; and

- the manager retaining a level of control the marketing agents by maintaining at least some control over the (a) the set of prospect information provided to the marketing agent; (b) the set of advertising messages provided to the marketing agent; and (c) an authorized number of sends allocated to the marketing agent.